

Medical Library Association Annual Meeting
Seattle, WA
Public Services Section
Business Meeting
Tuesday, May 22, 2012

Attendees: Roberta Bronson-Fitzpatrick, Stewart Brower, Penny Coppernoll-Blach, Elisa Cortez, Elaine Dean, Charles J. Greenberg, Dolores Judkins, Ramune Kubilius, Mark Markland, Aileen McCrillis, Claire Noll, April Schweikhard, Bette Sydelko, Kelly Thormodson, Michelle Zafron

- I. Meeting called to order by Chair Kim Pullen at 4:30pm - Introductions were made and reports were distributed. No additions were made to the agenda.
- II. Motion to approve the 2011 Business meeting minutes was made by R. Bronson-Fitzpatrick, seconded by K. Thormodson, and passed unanimously.
- III. Annual report – Kim Pullen
 - a. This year we supported the Section Shuffle, sent welcome emails to new members, and supported the contributed paper section. K. Thormodson is the incoming Chair Elect, and Elaine Dean is Secretary-Treasurer.
- IV. Treasurer's Report – Michelle Zafron
 - a. The section balance is at its lowest ever. \$250 went to support the Section Shuffle and \$500 is allotted for the travel stipend. Dues are going down annually and are the only source of income. The section needs consider new sources of funding.
- V. Membership – Aileen McCrillis
 - a. We have 23 new and 160 total members. The section shuffle was successful and welcome letters were sent out to new members.
- VI. Electron Results – Mary Markland
 - a. Electron results as included under Annual report. Additionally, R. Bronson-Fitzpatrick was elected to the MLA Nominating Committee.
- VII. ALA/RUSA STARS - Elisa Cortez
 - a. E. Cortez completed her term. Responsibility is to report back from the RUSA STARS meeting at ALA about ILL and provide an exchange of information. We need someone to cover but there is no funding available for support. Suggested posting a call to the ACRL HSL list to find someone new who attends both ALA and MLA. E. Cortez will attend ALA this year and continue coverage. Karen Vargus was suggested as a potential candidate. Is there a resource sharing SIG? Maybe someone from there would be able to serve. E. Dean will investigate reaching out to RUSA leadership at Penn State for suggestions.
- VIII. Government Relations - Nancy Tannery
 - a. No report
- IX. Standards and Quality Assurance
 - a. Skipped – no report
- X. MLA CE Committee - Fran Allegri
 - a. Not in attendance, no report submitted
- V. Old Business
 - a. Web page - Janna Lawrence

- i. Unable to attend Business Meeting, submitted a virtual report. Had a productive meeting, discussed section council.
- b. Brochure - Stewart Brower
 - i. Draft brochure, need to implement recorded changes for feedback.
- c. Procedures Manual - Mary Markham
 - i. Done and located on the pb wiki, interested members can get account to edit. Easier to upload/update. Please review to make sure complete. Last prior update 2011. Contact M. Markham to access, also linked from the MLANET page.
- d. Newsletter digitization project - Stewart Brower
 - i. Newsletters are all digitized, submitted to MLA HQ, need to follow up regarding hosting.
- e. Archives - Michelle Zafron
 - i. Reorganized, E. Dean will be getting custody of "the box". Contains financial information, bank books, might be more documents at MLA HQ. Can host newsletters on new webspace. Does anyone have pictures? From the Centennial? MLANET flickr. Need to put out call for photos. PSS does not currently have an archivist. Contact the MLA HQ archives. Call sent to PSS & MEDLIB listservs by M. Markland.

VI. New Business

- a. Section Council Update - Kim Pullen & Mary Markland
 - i. Reminders to update the webpage, invites all on websites, update officers. Section discussed involvement and declining membership. MIS had an iPad giveaway at their business meeting - was it a success? Jane Blumenthal discussed reorganizing MLA to address overlapping section/SIG focuses.
 - ii. Fundraising – The hospital section wants an increase in the allowed funding limit.
- b. Recruitment Ideas – Kim Pullen, Dolores Judkins, Aileen McCrillis, Kelly Thormodson
 - i. Section Shuffle - Aileen McCrillis & Kelly Thormodson
 - 1. Discussed removing individuals from the listserv if no longer members.
 - 2. Observed that the listservs are less active.
 - 3. Observed that we no longer have newsletters and we need to make the group more valuable to the membership.
 - ii. Suggested renaming section to more relevant description
 - iii. Suggested a survey to conduct an environmental scan and needs assessment of the membership to examine the current state of public services and how our group can be more relevant. In this Facebook culture individuals post questions directly to Medlib-L and not just to a smaller group. Also suggested surveying lapsed members regarding why they left.
 - iv. Suggested trying a Facebook group but would need dedicated person sending out content. EMTS has a "communicator" role that updates their

blog. Maybe we need a new position. Dropped newsletter because no one was submitting content.

- v. Ideas for PSS activities
 - 1. LJ case studies, training exercises inside library
 - 2. EBM SIG - website redesign, networking, sharing of materials, sharing roundtables were popular but dropped due to expense/timing and competition with MLA round tables.
 - 3. Plan archive search strategies
 - 4. Listserv archived
 - 5. Gold standard searches MLA
 - 6. Crazy patron of the month
 - 7. What would PSS do
 - 8. Challenging question of the month
 - 9. LinkedIn Discussion groups
 - 10. Library journal club - get CE
 - 11. Sharing links to interesting news - would need to monitor
 - 12. Do's/don'ts
 - 13. Speed dating idea exchange
 - 14. App previews/reviews
 - 15. Get ideas from other library websites/newsletters
 - 16. Expert searching list really active - promote more widely
- c. Travel stipend winner is Kelly Thormodson
- d. Goals & Program Ideas for 2013 – Dolores Judkins
 - i. 2013 meeting planning is done
 - 1. Project of the year – should attempt to win
 - a. Reference standards. Survey, start discussion. Pam Bradigan - changed a lot, interested in updating. READ Scale.
 - 2. 2013 program – Kelly Thormodson
 - a. Hosting one session, cosponsoring with 2 others
 - b. Submissions were due May 1st
 - c. 16% increase in submissions from previous years
 - d. Decide: need volunteers to review submissions.
 - e. 90 minutes – agreed four speakers is enough for the session
 - f. Inconsistency this year in sessions was challenging, difficult to navigate sessions when not all the same length of time.
 - g. June 15th dates/times preferred sessions
 - h. Some rejected papers will be given poster option
 - i. Need to publicize the posters, put up sooner
 - j. Acceptance letters will be sent in late July

1. Meeting was adjourned at 5:55.

Respectfully submitted,
Elaine Dean